

GORENJE AT THE IFA 2016 FAIR

Gorenje. Time for the important things in life.

Berlin, 1. September 2016 – At the leading fair of consumer electronics and household appliances, IFA in Berlin, Gorenje revealed a special edition of Gorenje Retro refrigerators, inspired by the design of the legendary and still extremely popular Volkswagen camper van, which has become (and remained) iconic among many generations. The vintage Volkswagen van personifies a relaxed and free lifestyle where one takes the time for the things that really matter and that enrich our lives. That very philosophy is what Gorenje is bringing into their customers' homes with the motto Life Simplified. This time it is embodied in the new generation of innovative SmartFlex dishwashers, the result of Gorenje's own development efforts, and a range of sophisticated household appliances: awarded steam ovens, new gas hobs, built-in refrigerators and much more. At this year's fair, which takes place between the 1st and 7th of September, Gorenje will also be showcasing its signature designer product lines by celebrity designers Philippe Starck and Ora-Itō and offering a glimpse into the future of the kitchen by introducing a range of connected appliances under its premium brand Asko.

The core of IFA's success and growth are innovations and innovativeness as the driving force behind household appliance development, providing insight into the future of the modern home as showcased each year in Berlin by exhibitors with their latest creations. Gorenje will once again be presenting a number of innovations under the Gorenje and Asko brands as well as the latest products from its trademark designer lines. This year, Gorenje also has a special surprise in store, developed in collaboration with Volkswagen, and with their new ASKO connected household appliances, the Slovenian manufacturer has made a great leap into the future.

»The great advantage of IFA is that it is focused on the consumer and that it presents a combination of home appliances and consumer electronics, which in the digital era are gaining an increasingly important role in every home. At the same time home appliances are becoming connected into smart home solutions therefore the combination of home appliances and consumer electronics is that much more relevant,« says the **President and CEO of Gorenje Group Franjo Bobinac**. *»IFA is the largest home appliance fair and for Gorenje Group each year by far the most important event of its kind. Since we first took part at IFA 9*

years ago, then alongside only a few of the biggest home appliance manufacturers, we always took maximum advantage of all the opportunities it offers. This year we are again presenting new, superiorly designed and innovative products from all product groups. The entire international Gorenje Group team will also be meeting customers and business partners from all over the globe and setting up new business deals.

No complicating. Time for more important things.

Besides innovative functions and outstanding design, the common thread of Gorenje's household products is the utmost flexibility of the appliances, which boast simple and intuitive operation. In the everyday hustle and bustle of the modern age, when time is becoming more and more valuable, we naturally want to spend it on the things in life that really matter. Well aware of that fact, Gorenje develops its household appliances in line with its Life Simplified philosophy, creating appliances that improve the quality of life by adapting to each individual's lifestyle, allowing the user to spend their free time however they want. The new generation of SmartFlex dishwashers, with their exceptional adaptability, simplicity of use and their advanced functionalities, is Gorenje's latest step in that direction.

SmartFlex: brilliant results with exceptional ease and speed

The latest addition to Gorenje's range of major appliances is the result of the company's own development. Seamlessly integrating with the user's lifestyle, these efficient and effective household helpers will undoubtedly prove more than useful in any household. Their adaptability, functionality and cutting-edge design allows them to tackle any task, effectively responding to the user's needs and relieving them from a multitude of time-consuming chores, while advanced SmartFlex functionalities guarantee brilliant results regardless of the type and amount of dishes and regardless of how much time you have to take care of them.

A cool style legend that you can park in your kitchen

A unique feature at Gorenje's exhibition booth this year will be a special series of refrigerators from the Retro line designed by Gorenje in collaboration with the German car manufacturer Volkswagen and styled to resemble their legendary minivan. This vintage icon of the flower power culture, recognized around the globe, is nowadays a highly valued collection piece that symbolizes spontaneity, a free spirit and the sense of freedom that was so typical of the 1950s and 1960s, when the Volkswagen minivan was born. That makes it a perfect match for the Gorenje Retro line, with its 60s-inspired design coupled with state-of-the-art technology that keeps the contents fresh and healthy for a long time while providing the highest level of energy efficiency thanks to a number of advanced functionalities. The Gorenje Retro special edition thus combines the best of both worlds – a truly unique vintage legend that you can park in your own kitchen.

Gorenje continues the adventure with designer Ora-ïto

Gorenje is continuing its tradition of prominent collaborations with world-renowned designers by announcing yet another collaboration with French designer Ora-ïto. The revamped Gorenje Ora-ïto line, an updated version of the highly successful designer line introduced in collaboration with Ora-ïto in 2007 will be introduced in 2017. In addition to major appliances, the new line will this time also include a range of small domestic appliances.

A step into the future kitchen: ASKO connected smart appliances

At this year's IFA fair Gorenje Group is presenting under its premium brand ASKO the new connected products that enable the users to do new things with their appliances. The latest ASKO connected products shown at IFA 2016 consist of both kitchen and laundry range, the former in the same design as the recently launched and awarded Elements range.

Developing in partnership with first-tier IT solution providers a set of solutions for the future connected home, Gorenje Group will follow by introducing sophisticated smart home appliances also under its global brand Gorenje. In the connected home, refined smart appliances combined with apps, wizards and smart assistants will enable a range of new, more personalized lifestyle services with the goal of supporting your lifestyle and caring for you, your family and your friends.

<http://international.gorenje.com/ifa>